

Doritos

Marketing 340-002

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Current Marketing Strategy

Current Positioning statement

“For busy families with children
who want to satisfy their kids’ needs quickly,
our product is a convenient, bold in flavor, savory chip,
that provides an on-the-go snack option
Unlike Takis and Mission Foods,
Our product has a wide variety of flavors that match every taste palate.

Persona: Primary Target

The Smith Family

The Smith family consists of Jim (38), Amy (35), Mark (12), Annie (6), and Martha (5). Jim works at a tech start-up, and Amy works as a part-time receptionist. Mark is in seventh grade, and the girls have started elementary school. Jim and Amy enjoy hosting frequent events centered around the kids, such as birthday parties. They live in a middle-class, suburban household and go grocery shopping once a week. Their household income is \$125,000.



Doritos' Value Proposition

Distributed efficiently across the entire United States, from small gas stations to wholesale retail stores.

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Classic, bold flavored chip bringing people together through snacking experiences.

Decide on a value proposition

Differentiation

Differentiate the market offering to create superior customer value

Positioning

Position the market offering in the minds of target customers

Recommended Growth Strategy: Market Development

Persona: NEW, Secondary Target

Aiden Anderson

Aiden is a sophomore at the University of Florida, majoring in Business Administration. He aspires to work in construction at the family firm in Savannah, Georgia. He enjoys playing pick-up basketball games with his friends. He is also a committed member of the Delta Kappa Epsilon fraternity and serves as the Social Chair. He enjoys curating the snacks at each event. He works part-time at the campus recreational center. He has a monthly income of \$1,000 and a \$100 budget for fraternity social gatherings. He is also a price-sensitive consumer.

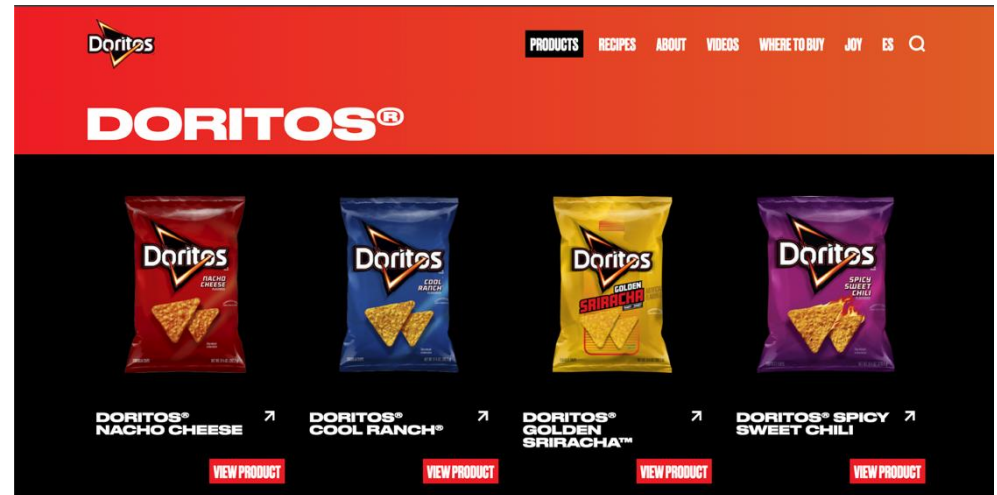


Adjustments to the Marketing Mix for the NEW, secondary target



Product

- Current focus:



- Focus for secondary target:

- Dinamita, rolled chips with spicy flavors.



Price

- Current prices:

\$4.50 for
10.75 oz



- Price adjustments
for secondary
target:

\$3.99 for
10.75 oz



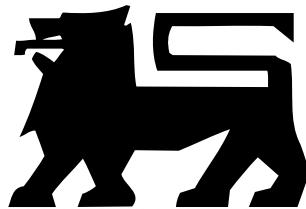
Place

- Current retail locations:
 - Widely available at major U.S. retailers.
- Retail location additions for secondary target:
- Educational buildings and libraries on a college campus.

Walmart 



target



FOOD LION

DOLLAR GENERAL



Promotion

- Current promotions:
 - Widespread coupons through PepsiCo.
- Additional promotions for secondary target:
 - Dinamita Pop Up
 - Visits major college campuses dispersing Dinamita sample bags.



Appendix

SWOT Analysis

Brand-specific:

Strengths:

1. Wide variety of flavors
2. Well-established brand
3. Strategic marketing advertisements

Weaknesses:

1. Expansive portfolio
2. Perception of being unhealthy
3. Plastic packaging

For the CPG food category:

Opportunities:

1. Increased consumer spending in Gen Z
2. Variety of packaging sizes
3. Efficient mass production

Threats:

1. Inflation has led to a price increase
2. Private labels are cheaper
3. Consumers are more aware of environmental impact

Segments who shop the savory chip category

	Families with Young Children	Busy & Social College Students	Retirees with Grandkids
Describe their Demographic variables	2-4 kids, middle-class income & Millennial parents	Age 18-22 & minimal income	65 and older & has young grandchildren
Describe their Geographic variables	Suburban neighborhood	Shared common space & dorm living	55+ community & suburban neighborhood
Describe their Psychographic variables	Busy lifestyle & not excessively health-conscious	Values social life & involvement on campus	Likes a simplistic lifestyle & easy snacking
Describe their Behavioristic variables	Values convenience & purchases once a week	Price-sensitive, buys smaller packaging & expects serotonin	Wants a convenient product & buys regular-sized bags